

## IN THE CLAIMS:

1. **(currently amended)** A server apparatus for applying ~~a point (incentive point)~~ one or more incentive points by which a service can be received in response to an amount of said points ~~point~~ to be used in a Web site, comprising:

network means for connecting ~~connection~~ a first apparatus and a second apparatus, said first apparatus being related to a person who shares cost required to provide the a service, and said second apparatus being related to a person who applies said points ~~a point~~;

applicable point number storage means for calculating an applicable point number based upon a point number responding to the cost shared by the person related to the first apparatus which is notified from said first apparatus, and also an applied point number, and for storing therein the calculated applicable point number;

advertisement storage means for storing therein information used to display an advertisement with respect to the person concerning said first apparatus;

display point determining means for determining a point number to be displayed on said advertisement within said applicable point number in accordance with a predetermined rule;

~~Web~~ web server means for producing a web ~~Web~~ page which displays said ~~the~~ advertisement with respect to the person concerning said first apparatus, to which the determined point number has been applied under a selectable condition, and for displaying the produced web ~~Web~~ page on said second apparatus; and

applied point managing means for storing therein said displayed point number applied to said advertisement and an identifier for said second apparatus in relation to each other when the selection of said advertisement is accepted from said second apparatus.

**2. (currently amended)** A server apparatus as in claim 1, wherein~~[[:]]~~ said server apparatus is further comprises;

online shopping means; and

said service responding to the amount of said ~~point~~ points to be used corresponds to a discount service of purchased goods in the online shopping.

**3. (currently amended)** A program product capable of operating a computer as such a server apparatus for applying ~~a point (incentive point)~~ one or more incentive points by which a service can be received in response to an amount of said points ~~point~~ to be used in a ~~Web~~ web site, wherein~~[[:]]~~ said program product causes the computer to execute:

a network process for connecting ~~connection~~ a first apparatus and a second apparatus, said first apparatus being related to a person who shares cost required to provide the a service, and said second apparatus being related to a person who applies said points ~~a point~~;

an applicable point number storage process for calculating an applicable point number based upon a point number responding to the cost shared by the person related to the first apparatus, and also an applied point number which is notified from said first apparatus, and for storing thereinto the calculated applicable point number;

an advertisement storage process for storing thereinto information used to display an advertisement related to the person concerning said first apparatus;

a display point determining process for determining a point number to be displayed on said advertisement within said applicable point number in accordance with a predetermined rule;

a ~~Web~~ web server process for producing a ~~Web~~ web page which displays the advertisement related to the person concerning said first apparatus, to which the determined

point number has been applied under a selectable condition, and for displaying the produced ~~Web~~ web page on said second apparatus; and

an applied point managing process for storing therein said displayed point number applied to said advertisement and an identifier for said second apparatus in relation to each other when the selection of said advertisement is accepted from said second apparatus.

**4. (currently amended)** A method for applying to an advertisement viewer, ~~a point~~ one or more incentive points by which a service can be received in response to an amount of said ~~point~~ points to be used in a Web site, comprising:

a step in which as to cost which is notified via a network from an advertisement provider who shares cost required to provide a service, an applicable point number is calculated based upon both a point number in response to the cost shared by the advertisement provider and also a point number which has been applied to the advertisement viewer, and then, the calculated applicable point number is stored in an applicable point number storage means;

a step in which a point number to be displayed on the advertisement of said advertisement provider is determined within the applicable point number in accordance with a point applicable rule which has been previously stored in the storage means;

a step in which a ~~Web~~ web page which displays the advertisement of said advertisement provider, to which the determined point number is applied, under selectable condition to the advertisement viewer, is produced and then, the produced ~~Web~~ web page is transmitted to a terminal of the advertisement provider; and

a step in which when said advertisement is selected by the terminal of said advertisement provider, both the point number applied to said advertisement and the advertisement viewer are stored into a storage means in relation to each other.

**5. (currently amended)** A point applying method as claimed in claim 4 wherein~~[[:]]~~ said point applying method is further comprises:

a step for accepting a purchase proposal of goods via a network; and

said service responding to the amount of said points ~~point~~ to be used corresponds to a discount service of ~~purchased good~~ goods purchased in the on-line shopping.

**6. (currently amended)** A service providing method for providing a service to a customer responsive ~~in response~~ to one or more incentive points ~~a point (incentive point)~~ applied to ~~by~~ the customer when an order by the customer is accepted in on-line shopping for accepting an order via a network, wherein:

a cost sharing person who shares cost as to said service corresponds to a person who invests his money in a sales person who sells goods in the on-line shopping; and

said cost sharing person is separated from the sales person;

wherein the sales person executes a process operation causing an advertisement with respect to the cost sharing person to be presented under a selectable condition to the customer prior to the acceptance of the order by the customer; and

a point application to a customer is carried out by accepting the selection of the advertisement with respect to said cost sharing person, which is presented under selectable condition.

**7., 8. (canceled)**

**9. (currently amended)** A service providing method as claimed in claim 6 wherein:

the service responding to the amount of said points ~~point~~ is to discount a purchase price of ~~the ordered~~ goods ordered through the on-line shopping.